

concepts and consumption patterns, for the development of business has brought new opportunities. The study of consumer psychoanalysis is of great significance to the development of modern business and people's consumption habits. However, E-commerce is a new type of marketing model, the historical experience is insufficient, so there are still many areas for improvement. Consumer psychological analysis can be more easily found in the shortcomings of modern electronic commerce, so as to promote the improvement of electronic commerce to promote socioeconomic development.

Table 1. Effects of changes in consumer psychology from the perspective of consumer psychology

| Content | Cultural grade | Individuation | Convenient and efficient | Cheap and fine |
|-----------------------|----------------|---------------|--------------------------|----------------|
| College student group | 5 | 5 | 5 | 5 |
| White-collar group | 4 | 4 | 4 | 4 |
| Retirement group | 4 | 4 | 4 | 5 |

Acknowledgement: The research is supported by: Humanities and Social Sciences Planning Project of the Ministry of Education "Research on optimal allocation, transformation and upgrading of port logistics system under the background of the One Belt And One Road Initiative" (Project No: 17YJA790027).

* * * * *

ANALYSIS OF CHINESE TRADITIONAL CULTURE COMMUNICATION BEHAVIOR FROM THE PERSPECTIVE OF PSYCHOLOGY

Yan Jiang

School of International Education, Shandong University of Finance and Economics, Jinan 250002, China

Background: Chinese traditional culture is the root and soul of the Chinese nation and the spiritual support of the Chinese people. It has rich cultural carriers and appears in daily life in a variety of forms. Although people do not specifically study traditional culture, they always know some about traditional Chinese painting, Peking Opera and shadow puppet. It is this sense of cultural identity that makes Chinese traditional culture easier to arouse the emotional resonance of the public. Chinese traditional culture is the spiritual power of Chinese people. It has imperceptibly integrated into Chinese people's daily life and formed people's values and personality traits. The pace of social development is accelerating, and traditional culture is constantly adapting to social development. New media are being used to enter the public's view. Cultural carriers such as Peking Opera, traditional Chinese painting, calligraphy, shadow puppets and ancient Chinese are using new media to shine. Using traditional culture to integrate interpersonal relationships and harmonious community is the advantage of traditional culture. By analyzing the communication behavior of Chinese traditional culture from the perspective of psychology, it improves people's communication ability and enhances the communication between all sectors of society. Communication behavior refers to the behavior that people communicate with each other through symbols to achieve mutual understanding, recognition and consistency. It is considered that the interaction and reaction between people in social labor and social life is a communication behavior involving the relationship between people.

Objective: Chinese traditional culture includes three mainstream cultures of Confucianism, Buddhism and Taoism, and Confucianism's benevolence, morality, etiquette and integrity. Taoism governs by inaction, conforms to nature, and man and nature live in harmony. Buddhism's kindness to others and the circulation of cause and effect are the basis for the formation of Chinese traditional culture. In different historical periods, the development of the three cultures has been interrupted, or they have reformed and innovated to adapt to the national conditions, but their spiritual connotation has not been erased, and the inheritance of culture has not been interrupted. It has imperceptibly affected the spiritual life of Chinese people from generation to generation.

Subjects and methods: With the development of modernization and the popularity of the Internet, online information exchange behavior has become a new way of Chinese traditional culture exchange, which makes the traditional culture recognized by the public in a fragmented, situational, role-based and popular way, stimulates the cultural gene of the public's potential, deepens national pride and integrates into the personal experience of the role, so that the psychological satisfaction of the public arises spontaneously. Based on the analysis of Chinese traditional culture communication behavior from the perspective of psychology, starting from the audience psychology of the people, the combination of network information

exchange and traditional culture has played a great positive role in the inheritance and development of Chinese traditional culture, focusing on the following three points: First, stimulate people's cultural genes and awaken the cultural precipitation of subconscious. Second, make people understand traditional culture and deepen people's pride. Its triangle color brings into the situation, and a sense of satisfaction arises spontaneously.

Study design: Three cities were randomly selected by stratified cluster random sampling method. 300 people of different ages and genders were randomly selected from each city, a total of 900 people were investigated. A total of 900 questionnaires were distributed and 869 valid questionnaires were recovered. 31 of them were invalid questionnaires.

Methods: Using Excel to analyze the influence of Chinese traditional cultural communication behavior from the perspective of Statistical Psychology.

Results: The application of psychology to the exchange of Chinese traditional culture is of great significance. Through the research and analysis of people's psychology, we can find an appropriate way to awaken people's cultural awareness, meet people's spiritual and cultural needs, and combine the spirit of the times with the development of traditional culture.

The survey results are quantified by five grades of 0-4. 0 means irrelevant, 1 means slight impact, 2 means average impact, 3 means obvious impact and 4 means full impact. In order to reduce the large error caused by personal subjectivity in the evaluation, 1000 students are used to evaluate the value and take the average to obtain the result, which is determined by rounding, the specific statistical table is shown in Table 1.

Table 1. Influence of Chinese traditional culture communication behavior from the perspective of Psychology

| Factor | Inspire | Deepen | Integrate into |
|----------|---------|--------|----------------|
| Audience | 4 | 3 | 4 |

Conclusions: Chinese traditional culture is the spiritual lifeline and outstanding advantage of the Chinese nation. The network revival of Chinese traditional culture realizes the integration of traditional culture and modern life. It is the combination of high-quality content and new communication methods, drives the development and inheritance of Chinese traditional culture, and enables more users to understand and develop traditional culture. Network information exchange promotes the practice and recreation of Chinese traditional culture, activates the cultural gene and awakens the cultural precipitation of the subconscious. It meets the needs of users to understand traditional culture and deepens national pride. Personal practice and role substitution have stimulated the satisfaction of participants and rooted Chinese traditional culture in the hearts of Chinese people in a new way.

Acknowledgement: The research is supported by: 2020 Fund Program of Higher Educational Teaching in the "Thirteenth Five-Year Plan" of Shandong Educational Science "Research on the Development of Foreign Translation Curriculum of Chinese Excellent Traditional Culture and Efficiency of its Dissemination" (2020WBYB004). 2021 Shandong Social Science Planning Fund Program "Research on English Translation of Words on States and Districts in Zuo Zhuan" (21CYJ09).

* * * * *

APPLICATION OF COLOR VISUAL PSYCHOLOGY IN NEW MEDIA ADVERTISING DESIGN

Zhinong Liu

College of Art and Design, Hangzhou Polytechnic, Hangzhou 311402, China

Background: In today's society full of new media, the quickest way for us to obtain information is "vision", and our daily life cannot be completed without "vision". As one of the important sections in the visual communication specialty, advertising design exists with both practical and artistic values. Under the impact of new media on traditional media, advertising design has undergone new changes. "Advertising design" plays a very important role in the process of visual communication. As a conventional form of graphic language communication. Most of the audience only watch simply, but they can design from the perspective of the audience's visual psychology, which can give people different visual feelings. Through the study of visual psychology on the design of new media advertising, we mainly want to establish the interaction between design and audience through these. Design should serve mankind itself, so we need to establish